

Market-led Extension Practices for Better Income Generation of Farmers
under State Category Training Programme (SCTP) , DoPT , GoI
From 10/11/2020 to 12/11/2020

(HRMS Course Code– 2020/2HRHO001/0529)
COURSE ID : SR/2020-21/001

Course Content

- Market-led Extension – Challenges & Opportunities
- Public- Private Partnership& market-led extension
- Linking Farm producers to Global Markets through contract farming
- Market Information system (MIS) & Market intelligence (MI)
- Processing & Value addition to Farm produce towards increase of farmer's income
- Govt. Schemes & programs on Marketing of Farm produce – Success stories
- Importance of Commodity Interest Groups in Market led extension
- Reorientation need of extension functionaries towards Market Led Extension

Target Group

Extension officials from Agriculture, Horticulture & FPI, ARD, Fishery SHG & SE .

Resource Persons

- Mr. Pratap Bose –Director (Agro); PEPSICO India
- Mr. Somenath Chatterjee – Head P&L ; ITC Retail
- Dr. D P Patra –Regional Executive – Fertilizer Association of India (FAI) & Ex-Sr GM - IFFCO&

Dr. Subhrajyoti Ray, Faculty ATI WB, will act as the Course Director .